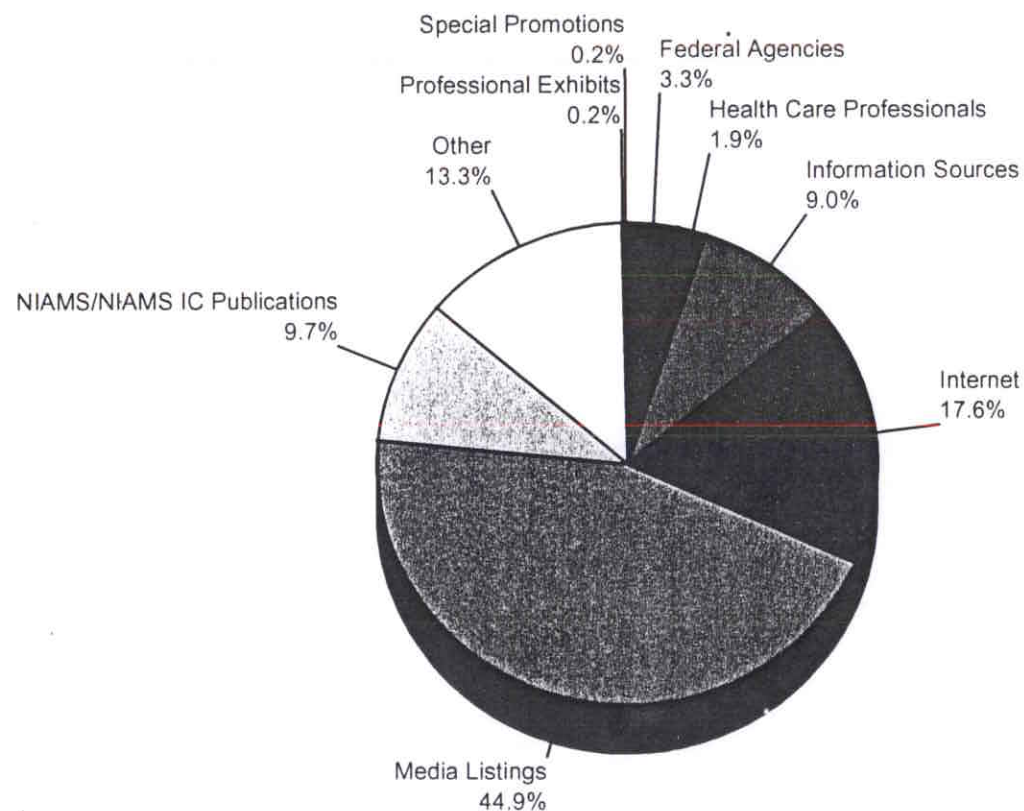


National Institute of Arthritis and Musculoskeletal and Skin Diseases  
Information Clearinghouse

APPENDIX 7

**Referral Source Profile**  
(How Inquirers Heard About NIAMS)

July 2000 - June 2001



Referral Source	Total Number of Requests	% of Total
<b>Federal Agencies</b>	<b>934</b>	<b>3.3%</b>
CDC Staff	23	0.1%
NIAMS Staff	283	1.0%
NIH Staff	286	1.0%
NIH/Government Operator	342	1.2%
<b>Health Care Professionals</b>	<b>533</b>	<b>1.9%</b>
Health Educator	52	0.2%
Nurse	16	0.1%
Other Health Provider	332	1.2%
Physical/Occupational Therapist	2	0.0%
Physician	130	0.5%
Social Worker	1	0.0%
<b>Information Sources</b>	<b>2,568</b>	<b>9.0%</b>
Directory Listing	1,594	5.6%
Informational Specialist	277	1.0%
Librarian	80	0.3%
Matt Lesko	50	0.2%
Voluntary/Professional Association	567	2.0%
<b>Internet</b>	<b>5,034</b>	<b>17.6%</b>
NIAMS Home Page	4,716	16.5%
Other Web Site	318	1.1%
<b>Media Listings</b>	<b>12,818</b>	<b>44.9%</b>
Journals/Newspapers/Magazines	11,291	39.5%
New York Times Magazine 5/12/00	1	0.0%
Newsletter	1,508	5.3%
Radio/TV	18	0.1%
<b>NIAMS/NIAMS IC Publications</b>	<b>2,760</b>	<b>9.7%</b>
NIAMS IC Publication Order Form	2,606	9.1%
NIAMS/NIAMS IC Print Materials	154	0.5%
<b>Other</b>	<b>3,801</b>	<b>13.3%</b>
Family/Friend/Patient	327	1.1%
Other	164	0.6%
Repeat Caller	324	1.1%
Unknown	2,986	10.5%
<b>Professional Exhibits</b>	<b>53</b>	<b>0.2%</b>
Exhibit, Staffed	32	0.1%
Exhibit, Unstaffed	1	0.0%
Lupus Campaign	20	0.1%
<b>Special Promotions</b>	<b>59</b>	<b>0.2%</b>
Campaign	59	0.2%
<b>Total</b>	<b>28,560</b>	<b>100.0%</b>